SCS-100 Advertisement Essay

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Final Project

I have chosen four different advertisements, Climate Change a Promise from Apple, Reduce Methane Whoppers, Stronger Together, and United We Stand. In these advertisements, we are going to be looking at how they are trying to reach their audiences and if they are being biased at all. We will also be looking at the stereotypes and cultural differences in the ads even looking to see if there are any ethical issues.

In the advertisement Climate Change a Promise from Apple, a baby is lying in a bed wearing a white shirt and grey pants. The baby appears to be sleeping through most of the ad and wakes up at the end, putting a smile on his or her face. It is hard to tell if a social scientist could be completely objective in this advertisement considering a whole ad is an unseen person talking to a sleeping baby about promising to be carbon neutral by the baby's 10th birthday. I would say that they are biased in this ad because they are making a promise to a baby, someone who will not remember the promise being made. The infant appears to be sleeping. A guy is also talking to an infant who cannot be seen. There was no stereotype in this ad, the ad chose a younger child because they set a ten-year timeframe for the full implications. of the plan to eliminate their carbon footprint. The only assumption I made about the ad was because of the infant being used instead of others. I believe that this was a good choice because of the ten-year time frame.

In the advertisement Reduce Methane Whoppers, a young boy wearing all white with a white cowboy hat is playing the guitar. The boy is dancing and singing. There are also eight more kids dancing to the music the boy with the guitar, all dressed as cowboys and cowgirls, as you continue to watch the ad you notice that the other children start to play rolls wearing a gas masks during the methane part of the song. The other children are also playing the scientist who is researching how to eliminate the methane dressed in white lab coats. Getting to the end of the ad you finally get to see an older guy who represents the farmer along with six other guys and girls who represent more of a business group of people some in suits and others in more dressed up clothing. The people look to be in an elevator with a cow, they are giving faces like the cow stinks. At the end of the ad, the children are all at a theme park looking like they are all having fun. The research in this ad can be more objective if they used both adults and children in the ad showing they are working for everyone. Methane is a big problem, but it is also a problem that is natural, they should be trying to do research also in cutting the use of fossil fuels like cooking grease. The biggest stereotype in this ad was that it only focused on the Methane problem and not the other forms of gases released in the food industry.

In the advertisement Stronger Together, there is a group of both men and women working on a wall project some using ladders, while others are putting paint on a brick wall. They are also using what appears to be sticky notes in a rainbow kind of color scheme and making a picture on the wall with the sticky notes. Once the wall was complete then other people started showing up and getting their pictures taken by the wall, one looks to be a couple male and female while another woman is using a cell phone to snap a picture of the couple. At the end of the video, a guy walks up to the camera with a sticky note and blocks off the lens so that you can no longer see the wall. Social Scientists can be truly objective to this as stronger together can be for anyone even though it was supposed to be for gay pride. Everyone is stronger in pairs than they are in single. This ad was not biased as it was able to be used to tell anyone you are stronger together. The ad didn’t stereotype anything the ad focused on a culture that has been around for many years that is not being accepted because of its ways.

The fourth advertisement United We Stand starts with a group of people talking some women, men, and even some that appear to be men dressed as women. The ones that appear to be men have more of whiter hair that is more fake appearing with long nails. They are all dressed in brighter color clothing some with face piercings. The group appears to show different aspects of a person's prospects. Some do the body motions of being gay while others act as though they are straight, then you have the ones who think they are the opposite sex so they dress that way. This ad

shows that it’s okay to stand together regardless of what you think you are because everyone is the same. There is no bias in this ad because you can’t judge what a person thinks about themselves, Who is anyone to say that they don’t truly believe they are whom they think they are? The people in the ad are asking for people to join their cause. They are pretty much stating that they are here to stay and want people to understand them better.

What is it anyone’s right to judge someone on whom they may love or want to be? I do not see any reason why a person can’t just choose this for themselves, as it is not hurting anyone. In today’s, world people seem to just judge things by the cover and not by the facts. Religion may say marriage is between a man and a woman, if that is the case it is still not our right to judge because they will be judged later. There are far more important issues to be worried about like the ads about methane that is causing climate change. I see climate change doing far more harm than someone wanting to be the opposite sex. With the social sciences, I have learned to not look at the small picture but look at the whole picture. I see no issues with someone wanting to marry someone they love, or even being the opposite sex. What I do see is that if we do nothing about climate change, we could destroy the only home that all of humanity has. If we do destroy our planet then things like worrying about people being gay or LBGT will mean absolutely nothing.

References

“A Climate Change Promise from Apple”

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"Burger King Reduce Methane Whoppers"

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